# ABSTRACT OF THE DISCLOSURE

    A method for operating a client device that is configured for communications via a communications network includes steps for effecting an advertisement download communication link between the client device and an advertisement distribution server system, via the communications network, at selected advertisement download times, effecting a data communication link with a data communications service provider, via the communications network, wherein the advertisement download communication link and the data communication link are separate communication links, downloading advertisements from the advertisement distribution server system via the advertisement download communication link, storing downloaded advertisements on a storage medium associated with the client device, and displaying at least selected ones of the stored advertisements, in accordance with ad display parameters prescribed by the advertisement distribution server system.